

Standard Policy Advocacy Strategy Format

Title: [Facilitating the alignment of national seed policies]

Date:

Duration of strategy:

1. Problem [Give a brief description of the problem you want to solve, while highlighting why there is a problem, and what is currently preventing change]

2. Overall Aim

3. Specific Objectives [Set out the specific changes you need to achieve as a contribution to realising the overall aim]

4. Targets [Who are the actors who have the power to solve the problem or achieve your objectives, and whom you therefore want to influence. List the key people within these institutions.]

5. Power Analysis [Undertake a power analysis which will help you to target the right actions, to the right people, at the right time, in order to secure change. This is a critical part of the strategy as it determines the basic viability of strategy and informs detailed action-planning]

6. Allies [The power analysis will identify some broad ‘allies’, actors that support your aim. In this section, you should detail other potential allies including those already in the Task Team and those you want to add]

7. Tools/Tactics [There are many different tools you can use to influence your target. You need to decide which would be the best tactic or combination of tactics to employ at any one time to achieve maximum influence. This section is the heart of the strategy, and needs to be fully developed in your plans]

8. Opportunities and Events [Identify the main political processes, key meetings, decision-making moments, or events that can affect, or be used to promote your objectives. It may be useful to develop a calendar. The big opportunities could be those you create yourselves - sometimes there may not be high profile external events]

9. Human and Financial Resources [Identify personnel who are needed to deliver the strategy and all of the individuals involved (including the proportion of their time required). Where necessary, give a budget for supporting advocacy activities, e.g. research, production of materials, s, attending national and international meetings etc.]

10. Risks [Think about what might stop you achieving your objectives, particularly in the political context, and what can be done to reduce these risks]

11. Monitoring, Evaluation, Planning and Learning [A strategy is dynamic, and the most effective strategies are those where you plan and act on an on-going basis. You need to monitor actions, evaluate their success, and learn from evaluations]